
Muhammad Aslam Pervez, Ph.D.*
Zeeshan Qasim**

Gender and Age as Influential Variables in News Media Consumption

This research paper explored the influence of gender and age variables (social rank) in consumption of news media contents among the household elders living in Dera Ismail Khan KP Pakistan. The objectives of the present study were to document whether the audience' social rank influences the consumption pattern of news media or not. Uses-and-Gratifications perspectives of Mass Media domain theoretically links and provided justification to explore the proposed relationship. Relevant literature available on the study's problem was reviewed to devise the framework and consequently hypotheses were developed to test the relationship quantitatively adopting cross-sectional survey technique. The formula of finite population was used to calculate the sample-size for each population category. As the population was the combination of three different groups. Holding in perspective the relationship, T-Test, and ANOVA was employed for the data analysis, exploration of the findings, and hypothesis testing. Under the influence of this work we can suppose that

* Associate Professor/Chairman, Department of Mass Communication, Gomal University, KP, Pakistan

** Assistant Professor, Department of Mass Communication, Gomal University, KP, Pakistan

individual personality characteristics, i.e. gender and age influences the use of news media contents.